

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 07565 240730Z

ACTION NEA-10

INFO OCT-01 EB-08 ISO-00 /019 W
-----028948 240819Z /10

R 240636Z AUG 77
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 4225

UNCLAS TEHRAN 7565

USDOC FOR BEE/CAGNE

E.O. 11652: N/A
TAGS: BEXP IR
SUBJ: GULF AND WESTERN IOGA

REF USDOC 15622

1. MANDATO DISCUSSED SUBJECT IOGA WITH WESTLEY AND FAIRCHILD AUGUST 21 AND 22. RESULT IS TOTAL AGREEMENT ON ALL ASPECTS THIS EVENT, WHICH APPEARS TO HAVE GOOD POTENTIAL AND WHICH POST WILL LEND EVERY EFFORT TO MAKE A SUCCESS DESPITE PROMOTION DIFFICULTIES INHERENT IN HORIZONTAL THEME. FOLLOWING ARE MAJOR POINTS OF AGREEMENT.

2. SCHEDULE: GROUP ARRIVES TEHRAN EVENING OCTOBER 28, OCTOBER 29 LUNCHEON/BRIEFING AT INTERCONTINENTAL HOTEL, FOLLOWED BY VISIT TO USTC FOR THOSE WISHING TO SEE EXHIBITION LAYOUT. OCTOBER 30 AND 31 DEVOTED TO CALLS AS PART OF TRADE MISSION PORTION IOGA, WITH GROUP OPERATING OUT OF USTC AND RECEPTION TO BE HELD EVENING OCTOBER 31. NOVEMBER 1-3 DEVOTED TO EXHIBITION (THUS ADDING ONE DAY TO ORIGINAL TWO DAY SHOW). SHOW HOURS 9:00 TO 12:00 AND 2:00 TO 6:00 DAILY.

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3. TRACTOR TRAILER: MANDATO AGREED TO USE TRUCK DISPLAY ONLY IF TRUCK ALREADY IN COUNTRY, CUSTOMS-CLEARED AND TAGGED. APPARENTLY SEA-LAND SHIPPING COMPANY WILL HAVE TWO SUCH TRUCKS BY TIME OF IOGA VISIT, AND MANDATO IN CONTACT WITH SEA-LAND RE POSSIBILITY USING ONE FOR DISPLAY. LOCATION FOR SHOWING TRUCK STILL UNDETERMINED.

4. PRINTING: MANDATO WILL MAIL ALL BROCHURES FOR OCTOBER 1 ARRIVAL AT USTC, AND SEND INVOICE FOR PRINTING CHARGES WHICH USTC WILL PAY IN RIALS UPON IOGA ARRIVAL. REQUEST CAGNE INFORM MANDATO ASAP THAT OVERALL BROCHURE LENGTH MUST BE REDUCED BY ONE-QUARTER INCH FROM SIZE OF SAMPLE LEFT WITH FAIRCHILD IF BROCHURES TO FET IN USTC ENVELOPES.

5. FREIGHT: MANDATO INFORMED THAT GULF AND WESTERN SHOULD SHIP ITEMS WHICH ARE LIKELY TO STAY IN IRAN UNDER SEPARATE WAYBILLS FROM THOSE TO BE RE-EXPORTED REQUEST CAGNE GIVE MANDATO ROUGH ESTIMATE ON FREIGHT FORWARDER CHARGES TO BE INCURRED HERE BASED ON RECENT USTC SHOWS ONCE TOTAL WEIGHT AND VALUE SHIPMENT KNOWN.

6. AMBASSADOR'S MESSAGE: REVISED TEXT FOR AMBASSADOR'S LETTER GIVEN TO MANDATO BY FAIRCHILD APPROVED. SAMPLE SIGNATURE AND PHOTOGRAPHS POUCHED USDOC FOR DON RYAN REGISTRY NUMBER 2665331.
SULLIVAN

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Message Attributes

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Control Number: n/a
Copy: SINGLE
Sent Date: 24-Aug-1977 12:00:00 am
Decapton Date: 01-Jan-1960 12:00:00 am
Decapton Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
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